

the
PHOTOSHOP ETIQUETTE
MANIFESTO
for
WEB DESIGNERS

External File Organization

- 01** CONSOLIDATE YOUR PSDs
- 02** NAME FILES APPROPRIATELY
- 03** STORE ALL ASSETS RELATIVE TO PSD
- 04** MAKE A TEMPLATE FOR UI ELEMENTS
- 05** REMEMBER TO SHARE

Internal File Organization

- 06** NAME LAYERS, & NAME THEM APPROPRIATELY
- 07** USE FOLDERS
- 08** DELETE UNNECESSARY LAYERS
- 09** GLOBALIZE COMMON ELEMENTS
- 10** USE LAYER COMPS + SMART OBJECTS

Working with Type

- 11** USE WHOLE POINT/PIXEL VALUES
- 12** MAKE LICENSED FONTS AVAILABLE
- 13** DON'T STRETCH TYPE
- 14** UNCHECK 'HYPHENATE' IN PARAGRAPH PANEL
- 15** CONTROL YOUR TEXT-BOXES

Working with Images

- 16** REDRAW BUTTONS + SHAPES, DON'T STRETCH
- 17** GLOBALIZE MASKS AS BEST AS POSSIBLE
- 18** KEEP LOGOS AS VECTOR SMART OBJECTS
- 19** SNAP
- 20** USE BLENDING MODES WITH CARE

Working with Filters

- 21** USE COLOR OVERLAYS APPROPRIATELY
- 22** CONSIDER THE CSS OF A PATTERN OVERLAY
- 23** CONSIDER EXTENSIBILITY
- 24** DITHER
- 25** KNOW YOUR STROKES

Design Practices

- 26** USE A GRID
- 27** USE DROP SHADOWS GRACEFULLY
- 28** KNOW YOUR MEDIUM(S)
- 29** USE LICENSED ICONS/PHOTOS
- 30** USE WEB FONTS

Before Exporting

- 31** PROOFREAD
- 32** COMPARE AGAINST WIREFRAMES
- 33** ACCOUNT FOR ALL IMAGES
- 34** BE FAMILIAR WITH BROWSER COMPATIBILITY
- 35** CHECK CONSISTENCY

Exporting

- 36** SAVE FOR WEB & DEVICES
- 37** CHOOSE PROGRESSIVE
- 38** BE METICULOUS + CONSERVE FILE SIZE
- 39** MONITOR COLOR VS. DOCUMENT PROFILE
- 40** NAME FILES FOR FUNCTION